ORDER

Orders Order / Rev: 37501 Alt Order #: 08877313 Product Desc: issue Estimate: 1970

> Flight Dates: 10/04/12 - 10/08/12 Original Date / Rev: 10/03/12 / 10/03/12

Order Type: **GENERAL**

KLAS

Primary AE: Mike Jones

Sales Office: K-WAS Sales Region:

National

Agency

Name: **Buying Contact:**

Billing Contact:

1010 Wisconsin Avenue NW Washington, DC 20007

Great American Media

Billing Type: Cash

Billing Calendar:

Billing Cycle:

Agency Commission:

Broadcast EOM/EOC

15%

Advertiser

Name:

DSCC

Demographic:

Product Codes:

A35+ PO4

LV1 Priority:

Revenue Codes: AGY, POL, ISS New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	26	\$64,250.00	\$54,612.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	26	\$64,250.00	\$54,612.50	0.00
Totals	26	\$64,250,00	\$54 612 50	0.00

00:10:00

Account Executives

Account Executive	cutive Sales Office Sales Regi		Start Date / End Date	Order %
Mike Jones	-		Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$64,250.00
Market	100%	\$214,166.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$53,541.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$10,708.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	d Time Days	Len Spots	Rate Pri	Rtg Type S	Spots	Amount
E 1	8	10/08/12	10/08/12	8 News Now 6a M	l-F CM	6-7a	M	:30	2 \$1,400.00LV1	0.00 NM	2	\$2,800.00
				8 News Now 6a N	1-F							
	8 NEW	S NOW AT	6A							1		
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
W	eek: 10/	04/12	10/10/12	M	2	\$1,400.00	0.00					
E 2	8	10/08/12	10/08/12	CBS This Morning	7-9a CM	7-9a	M	:30	1 \$1,200.00LV1	0.00 NM	1	\$1,200.00
				CBS This Morning								

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KLAS

Order / Rev:

37501

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Rate Pri Rtg Type Spots Amount Start/End Time Days Len Spots Ln Ch Start End Inventory Code Break **CBS THIS MORNING** End Date Weekdays Spots/Week Rate Rating Start Date M-----Week: 10/04/12 10/10/12 \$1,200.00 0.00 2 \$1,100.00LV1 M----.30 0.00 NM 2 \$2,200.00 10/08/12 10/08/12 Live w/Kelly CM 9-10a E 3 8 Live w/Kelly LIVE! WITH KELLY Spots/Week Rating Start Date End Date Weekdays Rate 0.00 10/10/12 2 \$1,100.00 Week: 10/04/12 0.00 NM 12-1230p ---T---:30 1 \$1,200.00LV1 \$1,200.00 8 10/04/12 10/04/12 8 News Now Noon M-F CM 8 News Now Noon M-F 8 NEWS NOW AT NOON Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/04/12 10/10/12 ---T---1 \$1,200.00 0.00 \$1,350.00 1230-2p Soaps/ LMAD CM M-----1 \$1,350.00 LV1 0.00 NM 8 10/08/12 10/08/12 1230-2p :30 Soaps / Let's Make A Deal SOAPS Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating M----1 \$1,350.00 0.00 Week: 10/04/12 10/10/12 :30 2 \$1,600.00LV1 0.00 NM \$3,200.00 10/04/12 10/08/12 Ellen CM 3-4p M--TF--Ellen **ELLEN** Start Date Weekdays Spots/Week Rating End Date Rate Week: 10/04/12 10/10/12 M--TF--2 \$1,600.00 0.00 10/04/12 10/08/12 8 News Now 4p M-F :30 2 \$1,600.00LV1 0.00 NM 2 \$3,200.00 CM 4-5p M--TF--8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM Spots/Week Start Date End Date Weekdays Rate Rating M--TF--Week: 10/04/12 10/10/12 2 \$1,600.00 0.00 2 \$1,700.00LV1 0.00 NM E 9 10/04/12 10/08/12 8 News Now 5-630p M-FCM 5-630p M--TF--:30 2 \$3,400.00 8 News Now 5-630p M-F 8 NEWS NOW ROTATION Start Date Weekdays Spots/Week Rating End Date Rate Week: 10/04/12 10/10/12 2 \$1,700.00 0.00 Start/End Time Spot Ch Date Range Description Weekdays Length Rate Rtg Type 8 10/04/12-10/10/12 8 News Now 5-630p M-F :30(\$1,700-00) 0.00 NM 1 5-630p See MG 9.3 8 10/04/12-10/04/12 8 News Now 5-630p M-F :30 \$1,700,00 0.00 NM 3 5-630p ---Th-----MG for 9.1 10/04 M-----\$6,000.00 10/08/12 10/08/12 7-8p Rotator CM 7-8p :30 2 \$3,000.00LV1 0.00 NM 7-8p Rotator ET/INSIDER Start Date End Date Spots/Week Rate Rating <u>Weekdays</u> Week: 10/04/12 10/10/12 2 \$3,000.00 0.00 8 10/06/12 10/06/12 Sat Prime Special CM 8-10p ----S-:30 2 \$3,500,00LV1 0.00 NM \$7,000.00 KLAS Movie: Madison KLAS MOVIE **End Date** Spots/Week Rating Start Date Weekdays Rate 10/07/12 ----S-\$3,500.00 0.00 Week: 10/01/12 9-10p 10/08/12 10/08/12 Mon 9-10p CM :30 1\$20,000,00LV1 0.00 NM \$20,000.00 M----2 Broke Girls / Mike & Molly (8:00 PM-9:00 PM) AMAZING RACE Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 10/08/12 10/14/12 1\$20,000.00 0.00 3 \$2.500.00LV1 10/04/12 10/08/12 8 News Now 11p M-F CM 11-1135p 2---1--:30 0.00 NM 3 \$7,500.00 8 News Now 11p M-F 8 NEWS NOW AT 11PM Start Date End Date Weekdays Spots/Week Rating Rate 2---1--Week: 10/04/12 10/10/12 3 \$2,500.00 0.00 8 News Now 11p Sa/SuCM 11-1135P ----SS :30 1 \$1,100.00LV1 0.00 NM \$1,100.00 10/06/12 10/07/12 1 8 News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND

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KLAS

Totals

26

\$64,250.00

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Lr	Ch	Start	End	Inventory Code	Break	Start/End	ilme Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 1	4 8	10/06/1	2 10/07/12	8 News Now 11p	Sa/SuCM	11-1135P	SS	:30	1	\$1,100.00LV1	0.00 NM	1	\$1,100.00
				8 News Now Sa/									
	8 NEV	NS NOW A	AT 11PM-WK										
	s	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
١	•	0/01/12	10/07/12	SS	1	\$1,100.00	0.00				1		
E 1			2 10/08/12	Letterman	CM	1135p-1237a		:30	1	\$950.00LV1	0.00 NM	1	\$950.00
<u></u> 1	5 0	10/04/1	12 10/00/12	Letterman	CIVI	1100p-12076	(vi 1)	.50	'	0300.00EV	0.00 14141	'	0300.00
	1 ATE	CHOMMAN	/LETTERMA										
	<u>s</u>	tart Date	<u>End Date</u>	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
1	Veek: 1	0/04/12	10/10/12	MTF	1	\$950.00	0.00						
N 1	3 8	10/07/1	2 10/07/12	8 News Now Sun	AM #2CM	8 News Now	Sun A5	:30	1	\$2,200.00LV1	0.00 NM	1	\$2,200.00
				8 News Now Sun	AM #2						1		
	S	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
١	_	0/01/12	10/07/12	S	1	\$2,200.00	0.00						
_										0.175.001111	2 22 1114		
N1	78	10/04/1	2 10/05/12	Craig Ferguson	CM	1237a-137a	TF	:30	2	\$475.00LV1	0.00 NM	2	\$950.00
				Craig Ferguson							1		
	S	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
1	Veek: 1	0/01/12	10/07/12	TF	2	\$475.00	0.00						